## WHAT IS CLAIMED IS:

1	1.	A network based marketing system allowing a service provider to obtain new and
2		repeat clients, the system configured to communicate a personalized promotion,
3		the system comprising:
4		a database containing a plurality of client profiles, wherein each profile
5		includes a network contact address for the respective client;
6		a network interface configured to receive a promotion from a service
7		provider;
8		a merge module configured to combine the promotion with each of the
9		respective plurality of client profiles to create a plurality of personalized
10		promotions; and
11		a communication module configured to send each personalized promotion
12		to each respective client at the network contact address for the respective client.
1	2.	The system of claim 1, further comprising a remote access interface configured to
2		allow a new client to add a profile to the database.
1	3.	The system of claim 2, wherein the remote access interface is further configured
2		to allow the service provider to add, update, and delete profiles in the database.
1	4.	The system of claim 3, wherein the remote access interface is further configured
2		to receive additions, updates, and deletions from the service provider via a web
3		browser.
1	5.	The system of claim 4, wherein the remote access interface requires authorization
2		from the service provider prior to accepting additions, updates, and deletions.
1	6.	The system of claim 1, wherein the network interface is further configured to
2		receive the promotion via a web browser.

1	7.	The system of claim 1, wherein the network interface is configured to receive a set
2		of criteria defining a client profile, the merge module further comprising:
3		a filter module configured to filter the database of client profiles based on
4		the set of criteria provided by the service provider to create a subset of profiles
5		targeted for receipt of the promotion.
1	8.	The system of claim 7, wherein the merge module further comprises:
2		a combine module configured to customize the promotion for each client
3		profile in the subset of profiles to create a plurality of personalized promotions.
1	9.	The system of claim 8, wherein the network interface is further configured to
2		receive a date on which the personalized promotions are to be sent.
1	10.	The system of claim 1, wherein the promotion includes a reference to additional
2		network based information regarding the promotion.
1	11.	The system of claim 1, wherein the promotion comprises text, graphics, audio,
2		and video.
1	12.	The system of claim 1, wherein the communication module requires an
2		authorization from the service provider prior to sending the personalized
3		promotions.
1	13.	The system of claim 1, further comprising a scheduling module configured to
2		manage a calendar of events for the service provider.
1	14.	The system of claim 13, wherein the scheduling module is further configured to
2		schedule new appointments.
1	15.	The system of claim 14, wherein the scheduling module is further configured to

cancel existing appointments.

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- 1 16. The system of claim 15, wherein the personalized promotion includes a reference providing access to the scheduling module.
- 1 17. The system of claim 16 wherein the scheduling module is further configured to send a personalized message to a client based on information stored in the client profile.
- 1 18. The system of claim 17 wherein the personalized message comprises a holiday 2 greeting, a birthday message, an anniversary message, an appointment reminder, 3 and a prescription reminder.
- 1 19. The system of claim 1, further comprising a reporting module configured to
  2 generate a plurality of reports containing information regarding a personalized
  3 promotion.
- 1 20. The system of claim 1, further comprising a billing module configured to calculate a total cost for sending the personalized promotions.
- A computer system including a microprocessor, a persistent storage area containing network contact information for a plurality of clients, a volatile storage area, and a communication means, the computer system configured to communicate a personalized promotion to a client, the computer system further including an execution area configured to receive a promotion, personalize the promotion for each respective client, and send the personalized promotion, via the communication means, to each client at the respective network contact.

1	22.	A method for conducting network based marketing, the method comprising:
2		receiving a set of criteria from a service provider, the set of criteria
3		describing the characteristics of a desired client profile;
4		filtering a database containing a plurality of client profiles to determine a
5		group of targeted client profiles meeting the set of criteria;
6		receiving a promotion from the service provider;
7		sending the promotion to each client in the group of targeted client
8		profiles, wherein the promotion is sent electronically;
9		calculating a total number of promotions sent; and
10		determining a total cost for sending the promotions, wherein the total cost
11		is based on the total number of promotions sent.
1	23.	The method of claim 22, further comprising:
2		defining a plurality of tiers, wherein each tier encompasses a non-
3		overlapping range;
4		establishing a unit price for each tier;
5		calculating a total number of promotions sent; and
6		determining a total cost for sending the promotions, wherein the total cost
7		is based on the total number of promotions sent in each respective tier and the unit
8		price for each respective tier.
1	24.	The method of claim 22, further comprising:
2		personalizing the promotion for each client in the group of targeted client
3		profiles.
1	25.	The method of claim 24, further comprising:
2		receiving a date on which the promotions are to be sent to the group of
3		targeted client profiles.
1	26	The method of claim 22, further comprising:

2		providing a reference to additional information within the promotion.
1	27.	The method of claim 22, further comprising:
2		generating a report for the service provider containing summary
3		information regarding a promotion.
1	28.	The method of claim 22, further comprising:
2		providing network based access to the database for a new client; and
3		receiving a new client profile from the new client.
1	29.	The method of claim 28, further comprising:
2		providing network based access to the database for the service provider;
3		requiring authorization from the service provider to access the database;
4		and
5		receiving additions, updates, and deletions from the service provider.
1	30.	A method for conducting network based marketing, comprising:
2		searching a database containing a plurality of client profiles for an event
3		pertaining to a client;
4		composing a personalized message to the client pertaining to the event;
5		and
6		sending the personalized message to the client via a network.